

01/05/2005 WED 14:32 FAX 12489888363 Carlson, Gaskey & Olds

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67,010-005  
II2602-FN

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application: Rogan, et al.

Serial No.: 09/924,372

Filed: 08/08/2001

Group Art Unit: 3621

Examiner: Bayat, Bradley B.

For: **METHOD AND SYSTEM FOR ELECTRONICALLY  
PROCESSING TRANSACTIONS**

**REQUEST FOR RECONSIDERATION**

Mail Stop AF  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper is responsive to the Final Office Action mailed on November 5, 2004.

Applicant respectfully traverses the rejection under 35 U.S.C. §102(b). As previously pointed out, the *Savino* reference does not include (expressly or inherently) at least the portions of claims 1, 7 and 18 previously pointed out by Applicant.

*Savino* expressly teaches "purchase and shipping information is *only* entered by the customer in order to ensure reliability of order information." (Emphasis supplied). As *Savino* teaches that only the customer enters information when placing an order, there is no updating of the information and no ability for a carrier, a payment center or another individual to enter information in a manner that even resembles what is claimed. There is no possible anticipation.

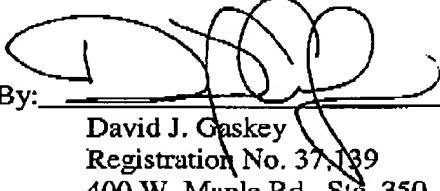
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There is no "payment module" in the *Savino* reference. The customer's request to buy goods, which is the only point of linking information to a bar code in *Savino*, includes an authorization for initiating a purchase order but has nothing to do with payment. The information referenced at column 5, lines 18-21 of *Savino* must be interpreted in light of the teachings of columns 3 and 4, which expressly teach that information is linked with the bar code only responsive to the customer supplying the predetermined relevant information when placing an order (see e.g., column 4, lines 21-23).

The claimed arrangement is a more comprehensive system than the teachings of the *Savino* reference. The features of Applicant's claims that go beyond the teachings of the *Savino* reference are novel and non-obvious. This case is in condition for allowance.

Respectfully submitted,

CARLSON, GASKEY & OLDS

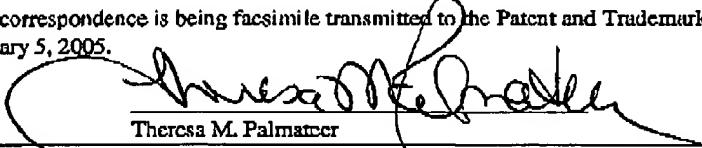
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Dated: January 5, 2005

**CERTIFICATE OF FACSIMILE**

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office (Fax No. (703) 872-9306) on January 5, 2005.

  
Theresa M. Palmerer

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